



Opportunities for Energy and Water Efficiency Program Sponsors

The ENERGY STAR® Make a Clean Change: Recycle Your Old Washer Campaign¹ is an engaging and new platform for encouraging your customers to replace their old inefficient clothes washers with new ENERGY STAR models. By promoting the planned retirement of old but still working clothes washers, Energy and Water Efficiency Program Sponsors can accelerate the market penetration of ENERGY STAR clothes washers in their service territory. The goal of this U.S. Department of Energy (DOE)-led effort is to lower utility bills, save energy and water, and protect the environment while encouraging consumers to shift to more efficient appliances, with a focus from summer through fall.

Why Encourage Clothes Washer Recycling?

There are a lot of old washers out there! An estimated 84.1 million households have a top-loading washer; 24 million of these are ten years old or older.² Combined, these inefficient appliances use \$9 billion per year in energy and water costs.³

Today's models are 4 times more efficient than the old ones. Clothes washers manufactured before 1999 use more than 4 times the energy of today's ENERGY STAR models. Starting July 1, 2009, new ENERGY STAR clothes washer criteria takes effect and models will then to be at least 43 percent more energy efficient than the minimum federal standard, plus they must meet stringent water efficiency criteria.

Ensure inefficient clothes washers don't end up back on the grid in someone else's house. When consumers purchase new models, the old washers are sometimes resold, donated to charity, or given away to others. Properly recycling an old washer permanently shuts down an inefficient appliance. Plus, after separation and processing, the steel and other materials in the old units can be made into new products – maybe even a new ENERGY STAR qualified model.

Make it easier for customers to choose ENERGY STAR. Promoting replacement, before a washer fails, increases the chance that the customer selects an ENERGY STAR model. Faced with a broken washer, half-full of wet clothes and water and leaking on the floor, homeowners may rush out and buy the first thing they can find. By consciously deciding to replace an inefficient model before it fails, consumers can research options, select the best model for their needs, and look for special deals, even if they have to wait a week for delivery.

What Can You Do?

1. Use campaign materials and tools to educate your customers about ENERGY STAR clothes washers, and the benefits of recycling their old ones.
2. Integrate campaign messaging and promotional ideas into your existing clothes washer rebate program.
3. Consider launching a new incentive program for clothes washer recycling – a handful of Energy and Water Efficiency Program Sponsors are now offering these types of programs.



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CLEAN CHANGE.
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Join Us to *Make a Clean Change!*

We're here to help! If you need assistance or want to discuss ideas, contact your ENERGY STAR account manager or the campaign staff at appliancecampaign@energystar.gov today. We want to share your great work, so tell us about your plans so we can promote your activities through the ENERGY STAR Web site and other vehicles.



★ How to get started:

- **Get on the list.** Notify your ENERGY STAR account manager or campaign staff at appliancecampaign@energystar.gov about your current rebate programs for new ENERGY STAR clothes washers or for clothes washer recycling so they can be listed on the campaign Web site and in the ENERGY STAR special deals finder.
- **Promote the campaign in your materials and outreach efforts.**
- **Post an announcement and a link on your Web site.**
- **Add the campaign mark to your printed brochures.**
- Include information about the campaign in a **bill insert.**
- **Inform customers of local recycling options**, such as municipal bulk-trash pick-up services.
- Include information in **community outreach activities**, like booths, press releases, and editorials.
- **Tools, messages, digital buttons, campaign marks, etc. can be downloaded at** www.energystar.gov/recycle.

★ ★ More ideas to keep going:

- **Check to see if your state government will be offering appliance rebates using recently passed economic stimulus funds.**
- **Ask local television media to show consumers how to recycle their old washer.** Suggest a consumer-interest story to educate viewers about the need and opportunity to recycle their washers; demonstrate proper recycling of an old unit; and promote replacement with new ENERGY STAR qualified models, if needed. Consider developing a video for your Web site or a YouTube™ posting.
- **Change out an old washer in a visible community location**, community center, business, or home. Make it an event! Contact your local news outlets to invite them to cover the change-out event, and spread the word about how others can participate in your program.
- **Invite the public to your energy-efficiency fair** or community event(s), and demonstrate how much water and energy an old washer uses. Show washer recycling videos or photos.
- **Encourage businesses, government offices, schools, churches and other commercial customers to check their laundry rooms for old washers**, and to recycle and replace them with ENERGY STAR qualified models. Provide take-home campaign information to distribute to employees or members, as a reminder for them to check washers at home, too.
- **Help to educate the next generation**, by encouraging use of a teachers' guide and student worksheets, developed for the campaign by the National Energy Education Development Project (NEED). Consider hosting an appliance-recycling themed poster or bookmark contest or other activity to engage students, teachers, and parents.
- **Partner with appliance retailers** for the campaign, and provide local program information for in-store events. Consider providing incentives, such as utility rebates, for participants.
- **Facilitate a larger change-out effort for multi-family housing.** Apartment complexes may be looking for ways to save energy, water, money, and enhance their image. Consider contacting apartment managers and laundry route operators to encourage laundry room change-outs if



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older washers are still in use. Facilitate a partnership between a property manager and a laundry route operator to swap out all of their old washers, create a story and promote the results. If needed, ENERGY STAR Quantity Quotes, www.QuantityQuotes.net, is a great resource for bulk purchases of new ENERGY STAR qualified clothes washers.

www.energystar.gov/recycle (live early March 2009).

E-mail appliancecampaign@energystar.gov or contact your ENERGY STAR account manager.

¹ Builds on the 2008 ENERGY STAR Recycle My Old Fridge Campaign, at www.RecycleMyOldFridge.com.

² Source: Residential Energy Consumption Survey, 2005.

³ Source: D&R International, 2009.